

Printed: 10/02/2012 2:31 PM
Last Received: 10/02/2012 1:45 PM
Showing Buylines: All Rep Revised Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

$$S^* = S$$

--- REMARKS ---

REV ORDER
ATTN ALL LINES
NO CHANGE IN TTL
PLEASE CNF
THAKNS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		JM Sales Remark: V3 PC V3 Program Name Change, Comment Changed	10/03-10/03	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
*7		JM Sales Remark: V3 PC V3 Program Name Change, Comment Changed	10/04-10/04	1	\$50.00	:30	1	TH	1P-2P	1	\$50.00
*8		JM Sales Remark: V3 PC V3 Program Name Change, Comment Changed	10/05-10/05	1	\$50.00	:30	1	F	1P-2P	1	\$50.00
*9		JM Sales Remark: V3 PC V3 Program Name Change, Comment Changed	10/08-10/08	1	\$50.00	:30	1	M	1P-2P	1	\$50.00
*10		JM Sales Remark: V3 PC V3 Program Name Change, Comment Changed	10/09-10/09	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () MICHELLE LUJAN-GRIS
 Product MLG
 Estimate# 1676
 Buyer Michele Certo
 Phone#
 Fax#

Agency () THE NEW MEDIA FIRM
 1322 G STREET SE
 WASHINGTON, DC 20003
 Agency C/P1/P2/E 347/365/1676
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*11		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/04-10/04	1	\$100.00	:30	1	TH	4P-5P	1	\$100.00
*12		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/05-10/05	1	\$100.00	:30	1	F	4P-5P	1	\$100.00
*13		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/08-10/08	1	\$100.00	:30	1	M	4P-5P	1	\$100.00
*14		AMR FUN-VIDEOS< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/09-10/09	0	\$0.00	:30	0	TU	4P-5P	0	\$75.00

---REPORT TOTALS---

Report Totals: 8 / \$550.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$3,125.00
 Sales Totals: 18 / \$3,125.00
 Station Totals: 18 / \$3,125.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$62,500	CABL 0%	KASA 5%	KASY 0%	KLUZ 0%	KOAT 25%
		KOB 35%	KRQE 35%	KWBQ 0%		

Books NOV12
 Demos RA35+

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () MICHELLE LUJAN-GRIS
Product MLG
Estimate# 1676
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 347/365/1676
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

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--- CREDIT RISK ---
CASH IN ADVANCE

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*14		AMR FUN-VIDEOS<	10/09-10/09	1	\$75.00	:30	1	TU	4P-5P	1	\$75.00
Station Remark: V2 NA											

---REPORT TOTALS---

Report Totals: 9 / \$550.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$3,125.00
 Sales Totals: 19 / \$3,125.00
 Station Totals: 19 / \$3,125.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$62,500	CABL 0%	KASA 5%	KASY 0%	KLUZ 0%	KOAT 25%
		KOB 35%	KRQE 35%	KWBQ 0%		

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6860453 Ver# 1 Status New
EC'd Yes

Traffic Order# 211986

Printed: 10/02/2012 8:22 AM
Last Received: 10/02/2012 7:44 AM
Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () MICHELLE LUJAN-GRIS
Product MLG
Estimate# 1676
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
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Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

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Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		DOCTORS<	10/03-10/03	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
2		DOCTORS<	10/04-10/04	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
3		DOCTORS<	10/05-10/05	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
4		DOCTORS<	10/08-10/08	1	\$15.00	:30	1	M	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
5		DOCTORS<	10/09-10/09	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
6		PEOPLE'S COURT<	10/03-10/03	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
7		PEOPLE'S COURT<	10/04-10/04	1	\$50.00	:30	1	TH	1P-2P	1	\$50.00
8		PEOPLE'S COURT<	10/05-10/05	1	\$50.00	:30	1	F	1P-2P	1	\$50.00
9		PEOPLE'S COURT<	10/08-10/08	1	\$50.00	:30	1	M	1P-2P	1	\$50.00
10		PEOPLE'S COURT<	10/09-10/09	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00
11		AMR FUN-VIDEOS<	10/04-10/04	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
12		AMR FUN-VIDEOS<	10/05-10/05	1	\$75.00	:30	1	F	4P-5P	1	\$75.00

TO PAGE 10
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2A
2A

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
13		AMR FUN-VIDEOS< NA	10/08-10/08	1	\$75.00	:30	1	M	4P-5P	1	\$75.00
14		AMR FUN-VIDEOS< NA	10/09-10/09	1	\$75.00	:30	1	TU	4P-5P	1	\$75.00
15		NEWS	10/03-10/03	1	\$500.00	:30	1	W	9P-930P	1	\$500.00 4
16		NEWS	10/04-10/04	1	\$500.00	:30	1	TH	9P-930P	1	\$500.00 4
17		NEWS	10/05-10/05	1	\$500.00	:30	1	F	9P-930P	1	\$500.00 4
18		NEWS	10/08-10/08	1	\$500.00	:30	1	M	9P-930P	1	\$500.00 4
19		NEWS	10/09-10/09	1	\$500.00	:30	1	TU	9P-930P	1	\$500.00 4

---REPORT TOTALS---
 Report Totals: 19 / \$3,125.00

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Books NOV12
 Demos RA35+

Rep Order# 6860453 Ver# 1 Status New
 EC'd Yes

Traffic Order#

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--- CREDIT RISK ---
 CASH IN ADVANCE

Spot Manager: All, 10/03/12-10/09/12

Order	Alt Order # Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 1

Time Period: 7a-8a

211986 06860453 1676

10/03/12 :30 P5

7:18:53 AM MLG

TV109X10812

\$15.00

\$15.00

\$15.00

Line: 2

Time Period: 7a-8a

211986 06860453 1676

10/04/12 :30 P5

7:29:12 AM MLG

TV109X10812

\$15.00

\$15.00

\$15.00

Line: 3

Time Period: 7a-8a

211986 06860453 1676

10/05/12 :30 P5

7:30:42 AM MLG

\$15.00

\$15.00

\$15.00

Line: 4

Time Period: 7a-8a

211986 06860453 1676

10/08/12 :30 P5

7:49:39 AM MLG

\$15.00

\$15.00

\$15.00

Line: 5

Time Period: 7a-8a

211986 06860453 1676

10/09/12 :30 P5

7:16:08 AM MLG

\$15.00

\$15.00

\$15.00

Line: 6

Time Period: 1p-2p

211986 06860453 1676

10/03/12 :30 P4

1:09:54 PM MLG

TV109X10812

\$50.00

\$50.00

\$50.00

Line: 7

Time Period: 1p-2p

211986 06860453 1676

10/04/12 :30 P4

1:29:12 PM MLG

TV109X10812

\$50.00

\$50.00

\$50.00

Line: 8

Time Period: 1p-2p

211986 06860453 1676

10/05/12 :30 P4

1:38:31 PM MLG

\$50.00

\$50.00

\$50.00

Line: 9

Time Period: 1p-2p

211986 06860453 1676

10/08/12 :30 P4

1:48:40 PM MLG

\$50.00

\$50.00

\$50.00

Line: 10

Time Period: 1p-2p

211986 06860453 1676

10/09/12 :30 P4

1:09:09 PM MLG

\$50.00

\$50.00

\$50.00

Line: 15

Time Period: 9p-930p

211986 06860453 1676

10/03/12 :30 P4

MLG

\$500.00

\$500.00

[Sorted by: Line]

Spot Manager: All, 10/03/12-10/09/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 15

Line: 16

Time Period: 9p-930p

211986 06860453 1676 10/04/12 :30 P4 9:18:57 PM MLG TV109X10812 \$500.00

Line: 17

Time Period: 9p-930p

211986 06860453 1676 10/05/12 :30 P4 9:18:42 PM MLG \$500.00

Line: 18

Time Period: 9p-930p

211986 06860453 1676 10/08/12 :30 P4 9:16:27 PM MLG \$500.00

Line: 19

Time Period: 9p-930p

211986 06860453 1676 10/09/12 :30 P4 9:28:45 PM MLG \$500.00

Line: 20

Time Period: 4p-5p

211986 06860453 1676 10/04/12 :30 P3 4:13:26 PM MLG TV109X10812 \$100.00

Line: 21

Time Period: 4p-5p

211986 06860453 1676 10/05/12 :30 P3 4:15:41 PM MLG \$100.00

Line: 22

Time Period: 4p-5p

211986 06860453 1676 10/08/12 :30 P3 4:46:33 PM MLG \$100.00

\$100.00
\$100.00
\$3,125.00
\$3,125.00
\$3,125.00
\$3,125.00
\$3,125.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, The New Media Firm,

being/on behalf of: Michelle Lujan-Grisham, a legally

qualified candidate of the Democratic political

party for the office of: US Congress

in the General

election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

Total Charges: See Schedule

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

US Congress, NM-01

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Michelle Lujan-Grisham

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce F. Malott, CPA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date
9/24/12

Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

CASH ONLY IF ALL CheckLock™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

MUNDY KATOWITZ MEDIA, INC.

1322 G Street, SE
Washington, DC 20003
(202) 675-6936
Media Account 3

JPMORGAN CHASE BANK, NA

Merrill Lynch
25-80/440

23249

10/02/2012

PAY TO THE
ORDER OF

KASA TV

\$ **2,812.44

Two thousand eight hundred twelve and 44/100*****

KASA TV

DOLLARS

KASA TV Michelle Lujan-Grisham (NM-01-CD) TNMF

⑈023249⑈ ⑆04000804⑆ 041181178303⑈

Mat Kruid

MP

MUNDY KATOWITZ MEDIA, INC. KASA TV

KASA TV Michelle Lujan-Grisham (NM-01-CD) TNMF
KASA TV Michelle Lujan-Grisham (NM-01-CD) TNMF

23249

2,656.25
156.19

Contract # 211986

1053 ML Media 3

KASA TV Michelle Lujan-Grisham (NM-01-CD) TNMF130-12 10/3-10/9/20

2,812.44